AMENDMENT TO THE CLAIMS

Please cancel claim 11, 14-16, and 18-19.

Please amend claim 4-5, 7-8, 10, 17, 20-25, 30, 32-33 to read as follows:

Please add new claim 35-38.

1-3. (Canceled)

4. (Currently amended) A communication device for use with a network, the communication device comprising:

a device identifier;

a register configured to store a user identifier, the user identifier being unrelated to the device identifier;

a transmitter configured to transmit the user identifier to ~~a~~ the network; and

a subscriber identity module (SIM) comprising a SIM identification number that, at least in part, was assigned to the SIM by a manufacturer of the SIM, wherein the user identifier is associated with ~~a~~ the serial number ~~that, at least in part, is assigned to the SIM by a manufacturer of the SIM~~.

5. (Currently amended) The communication device of claim 4, further comprising a ~~processor, wherein the~~ processor is configured to encrypt ~~at least one of a device identifier and~~ the user identifier before transmission to the ~~communication~~ network.

6. (Previously Presented) The communication device of claim 4, further comprising:

a processor; and

a user input interface configured to supply commands to the processor.

7. (Currently amended) A cellular telephone for use with a network, the cellular telephone comprising:

3

a memory configured to store a device identifier;

a display configured to display data and commands;

a user input interface configured to receive ~~for~~ data entry and command entry;

a subscriber identity module (SIM) having a SIM serial number that, at least in part, ~~is~~ was assigned to the SIM by a manufacturer of the SIM;

a processor configured to determine a user identifier unrelated to the device identifier as a function of the SIM serial number, the processor being further configured to issue transmit commands; and

a transmitter configured to receive transmit commands issued by the processor, and to transmit the user identifier ~~the SIM serial number~~ to ~~a~~ the network following receipt of a transmit command issued by the processor.

8.   (Currently amended) The cell phone of claim 7, ~~further comprising a memory configured to store a device identifier,~~ wherein the transmitter is configured to transmit the device identifier to the network following receipt of a transmit command issued by the processor.

9.   (Canceled)

10.   (Currently amended) A content provider configured to communicate with one or more mobile stations each having a SIM with a SIM serial number assigned, at least in part, by a manufacturer of the SIM, a device identifier, and an anonymous user identifier unrelated to the device identifier and associated with the SIM serial number, the content provider comprising:

a content personalization interface configured to receive ~~an~~ the anonymous user identifier unrelated to the device identifier and associated with the SIM serial number from at least one of the mobile stations; and

a processor configured to use the anonymous user identifier to personalize content for the at least one of the mobile stations, and to provide the personalized content to the at least one of the mobile stations, ~~wherein the anonymous~~

4

~~user identifier is based, at least in part, on a serial number of a SIM assigned to the SIM by a manufacturer of the SIM.~~

11-16. (Cancelled)

17.   (Currently amended) The content provider of claim ~~14~~10, wherein the personalization interface is configured to receive ~~anonymous personalization data that includes a~~the device identifier and the processor is configured to use the device identifier to personalize ~~provides~~ device-specific content for the at least one of the mobile stations, and to provide the personalized device-specific content to the at least one of the mobile stations~~based on the device identifier~~.

18-19. (Canceled)

20.   (Currently amended) The content provider of claim ~~19~~10, wherein the anonymous user identifier is the SIM serial number assigned, at least in part, by the manufacturer of the SIM.

21.   (Currently amended) A method of providing personalized content to a wireless device ~~in~~ coupled to a wireless communication network having a content provider, the wireless device comprising a device identifier and a subscriber identity module (SIM) having a serial number assigned, at least in part, by a manufacturer of the SIM, the method comprising at the content provider:

receiving ~~selecting~~ an anonymous user identifier from the wireless device over the wireless communication network, the anonymous user identifier being unrelated to the device identifier and based, at least in part, on a serial number of ~~a subscriber identity module~~the (SIM) ~~assigned to the SIM by a manufacturer of the SIM~~;
~~and~~

selecting content based on the anonymous user identifier; and
providing the selected content to the wireless device over the wireless communication network.

5

22.   (Currently amended) The method of claim 21, wherein the selected anonymous user identifier is the serial number of the SIM.

23.   (Currently amended) The method of claim 22, further comprising at the content provider:

receiving the selecting a device identifier from the wireless device over the wireless communication network;

selecting content based on the anonymous user identifier and the device identifier; and

providing the selected content to the wireless device over the wireless communication network.

24.   (Currently amended) The method of claim 23, wherein the content provider has a plurality of user profiles, each user profile of the plurality of user profiles having a device identifier and an anonymous user identifier, the method further comprising at the content provider:

selectingcomparing a user profile from the plurality of user profiles, the selected user profile having thea device identifier identical to the device identifier of the wireless device and an anonymous user identifier identical to the anonymous user identifier of the wireless device with a set of user profiles; and

selecting content based on a the selected user profile.

25.   (Currently amended) A method of using a wireless device comprising a device identifier and a subscriber identity module (SIM) having a serial number assigned, at least in part, by a manufacturer of the SIM to obtaining anonymous personalized content from a content provider, the method comprising:

selecting an anonymous user identifier based, at least in part, on a the serial number assigned, at least in part, by athe SIM manufacturer to a subscriber identification module;

providing the anonymous user identifier to the content provider;

waiting for the content server to send~~identifying~~ anonymous personalized content identified by the content provider ~~for delivery~~ based on the anonymous user identifier for delivery to the wireless device; and.

receiving the anonymous personalized content from the content provider.

26.   (Cancelled)

27.   (Previously Presented) The communication device of claim 4, wherein the register is configured to store a mobile station number and the transmitter is configured to transmit the mobile station number and the user identifier to a network.

28.   (Previously Presented) The communication device of claim 27, wherein the mobile station number is a mobile station ISDN number (MSISDN).

29.   (Cancelled)

30.   (Currently amended) The communication device of claim ~~29~~4, wherein the register is configured to store a mobile subscriber identity and the transmitter is configured to transmit the mobile subscriber identity to the network.

31.   (Previously Presented) The communication device of claim 30, wherein the mobile subscriber identity is an international mobile subscriber identity (IMSI).

32.   (Currently amended) The communication device of claim 4, wherein the register is further configured to store a mobile subscriber identity and a mobile station number and the transmitter is configured to transmit the mobile subscriber identity, the mobile station number, and the user identifier to the network.

7

33.   (Currently amended) The communication device of claim 32, wherein the mobile subscriber identity is an international mobile subscriber identity (IMSI) and the mobile station number is a mobile station ISDN number (MSISDN).

34.   (Cancelled)

35.   (New) The communication device of claim 4 associated with a mobile telephone number, wherein the user identifier is unrelated to the mobile telephone number.

36.   (New) The cellular telephone of claim 7 for use by a user, wherein
        the transmitter is configured to receive a request for additional identification information from the network, to communicate the request to the processor, and following receipt of a transmit response command from the processor, to transmit a response to the request to the network,
        following communication of the request to the processor, the processor is configured to issue a display command directing the display to display the request,
        the display is configured to receive the display command from the processor and following receipt of the display command, to display to the user the request received by the transmitter from the network,
        the user input interface is configured to receive a response from the user to the request displayed to the user and to provide the response to the processor, and
        the processor is configured to issue the transmit response command to the transmitter directing the transmitter to transmit the response to the network.

37.   (New) The content provider of claim 10, wherein the content personalization interface is configured to receive anonymous personalization data from the at least one of the mobile stations; and
        the processor is configured to use the anonymous user identifier and anonymous personalization data to personalize content for the at least one of the mobile stations.

8

38.   (New) The content provider of claim 37, further comprising a database configured to store the anonymous personalization data received by the content personalization interface from the at least one of the mobile stations and to provide the anonymous personalization data to the processor.